



**Virginia Beach Retired Employees Association
Minutes of the Board of Directors
March 17, 2021 at 11:30 AM**

Gus and George's Spaghetti and Steakhouse

Email: vbrea.webmaster@gmail.com

Website: vbrea.org

Board of Directors Present:

President – Pete Leavitt

Vice President – Phillip White

Secretary – Kathy Smith

Treasurer – Donna Brehm

Members – Rose Jones-Reason (absent), Twila Leavitt (absent), Nancy Moore

Webmasters – Cathy and Stan Morse

Welcome:

Pete Leavitt called the meeting to order and welcomed everyone.

Report of Board Members:

President – Pete Leavitt

- Next pre-retirement seminar is March 18, 2021. Due to family medical need, he has cancelled his appearance and will see that the Human Resource training representative has talking points about VBREA.
- Building 2's memorial meetings are on-hold while the city hires two consultant experts.
- Pete to provide the Webmaster an update to the President's page.

Vice President – Phillip White

- No activity

Secretary – Kathy Smith

- Donna moved and Nancy seconded that the February 17, 2021 minutes be approved. The Webmaster will post them on the VBREA website.

Treasurer – Donna Brehm

- Treasurer report was disseminated and approved via email.
- Report attached to these minutes.

Report of Committees:

Benefits/Wellness – Rose Jones-Reason (absent)

- Cathy reported enhancements/changes to retiree health benefits has been posted on VBREA > More > Benefits and You webpage.
- No report

Communications – Twila Leavitt (absent)

- Peter reported for Twila that 13 letters were mailed to March 1st retirees prospects.

Questions regarding items discussed in these minutes should be sent via email to vbrea.webmaster@gmail.com.

Involvement Committee – Nancy Moore

- There was no committee meeting due to COVID-19 Pandemic restrictions.

Finance Committee – Donna Brehm

- No activity.

Membership Committee – Donna Brehm

- Seven new applications for membership were received in February.

Webmaster – Cathy & Stan Morse

- Website traffic was down this past month. However, those who visited the website visited more pages.
- Cathy is looking into making the website more mobile phone friendly. Unfortunately, she may have to redesign it from scratch.
- Cathy reported Weebly is one of the top website builders.
- Report attached to these minutes.

Unfinished Business:

- Donna reported the Wells Fargo financial accounts are closed. The funds from Wells Fargo were deposited to our Beach Municipal Federal Credit Union account.
- Donna announced she purchased a new Dell laptop to update and maintain the membership database on a supported operating system. The laptop will be retained by the Chair of Membership Committee. Donna to prepare an amendment to the ByLaws Article 6.9 to reflect the membership database to be maintained on the new laptop.

New Business:

The Board hopes to have a membership picnic this summer depending on COVID-19 restrictions. Nancy will contact Jenny at the Farmers' Market to set a tentative date.

Next Board meeting will be held April 21, 2021 at Gus and George's Spaghetti and Steakhouse at 11:30 a.m. Due to the Pandemic, there will be no general membership luncheon and meeting in April.

There being no further business, the meeting of the Board of Directors was adjourned at 12:15 p.m. followed by lunch.

Respectfully submitted,

Kathy Smith

Kathy Smith

Board Secretary

Virginia Beach Retired Employees Association (VBREA)

Minutes Approved as Corrected by the Board via Email
Reports Attached

VBREA TREASURER'S REPORT - MARCH 17, 2021

REPORT PERIOD: FEBRUARY 1-28, 2021

WELLS FARGO CHECKING: STARTING BALANCE:		\$3,196.19
CREDITS		
DEBITS	FEB. 08	STAMPS
		\$55.00
RECONCILED CHECKING BALANCE WITH FEBRUARY 28 STATEMENT		\$3,141.19
WELLS FARGO SAVINGS: STARTING BALANCE:		\$2,088.09
CREDITS	INTEREST:	\$0.01
DEBITS		0.01
RECONCILED SAVINGS BALANCE WITH FEBRUARY 28 STATEMENT		\$2,088.10
VA BEACH CREDIT UNION CHECKING	STARTING BALANCE:	\$3,599.31
DEPOSITS	7 new members	\$96.00
DIVIDENDS		\$0.14
DEBITS	New Laptop	335.46
		335.46
RECONCILED CHECKING BALANCE WITH FEBRUARY 28 STATEMENT		\$3,359.99
VBCU SAVINGS BALANCE ON FEBRUARY 28, 2021 (NO CHANGE)		\$9.00
TOTAL ASSETS OF VBREA TO DATE		\$8,598.28

Note: Transferred from Wells Fargo to VBMFCU on 3-12-21: 5,229.30
 WELLS FARGO ACCOUNTS CLOSED ON 3-12-2021

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 vbrea.webmaster@gmail.com.*

Website Report – Cathy & Stan Morse
Virginia Beach Retired Employees Association
Board of Directors Meeting: March 17, 2021
11:30 a.m. - Gus & George's Restaurant

Our site is: www.vbrea.org

Our email is: vbrea.webmaster@gmail.com

Webmaster Dashboard Unique Visitors Report February 15, 2021 – March 16, 2021

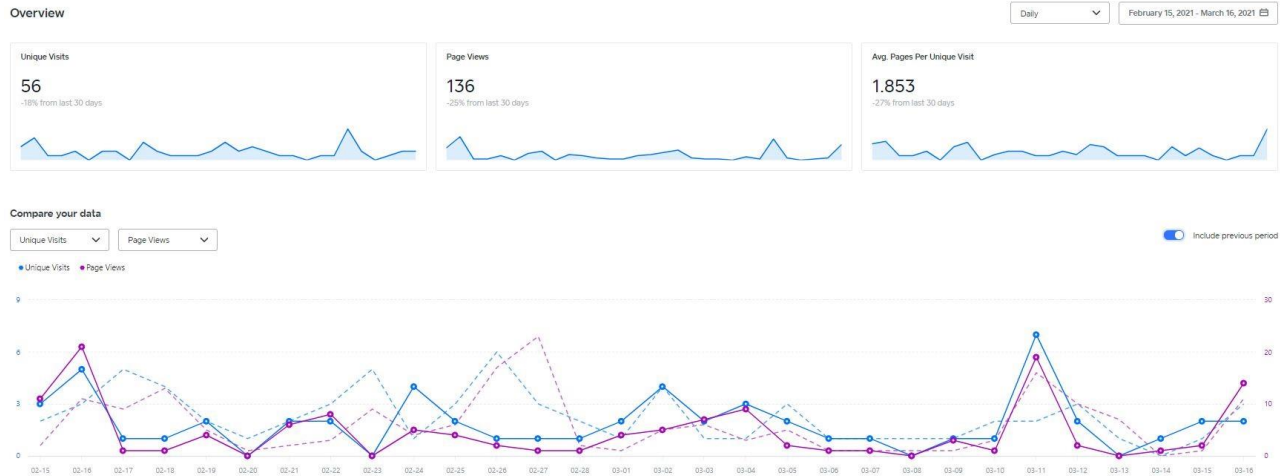
Unique Visitors: Every computer has its unique code so individual computer visits are only once during a week from a Monday through a Sunday no matter how many times that individual computer visits.

Feb 15 – Mar 1	Unique Visitors	Page Views	Mar 2 – Mar 16	Unique Visitors	Page Views
15	3	11	2	4	5
16	5	21	3	2	7
17	1	1	4	3	9
18	1	1	5	2	2
19	2	4	6	1	1
20	0	0	7	1	1
21	2	6	8	0	0
22	2	8	9	1	3
23	0	0	10	1	1
24	4	5	11	7	19
25	2	4	12	2	2
26	1	2	13	0	0
27	1	1	14	1	1
28	1	1	15	2	2
Mar 1	2	4	16	2	14

Table above reflects the past 30 days. Activity on the website is down this reporting period. Updates to the website in the last month: Added the need for volunteers on the HOME page; removed committee members' names from the ABOUT US page; added Enhancements to the Health Plan for 2022 information and chart to the BENEFITS & YOU page; added a new page NEW RETIREES and listed retirees for January and February 2021; updated the Farmers Market calendar on the LOCAL COMMERCE page; slightly rearranged the order of the pages. Will change out St. Patrick's Day images to a combination of spring and Easter images. Looked at other web page design software and the current one we are using, Weebly, is rated one of the higher ones. Trying to make our site more mobile friendly. From what we have found so far on all discussion boards and tutorials, we will have to totally recreate the site with new templates. Not totally a bad thing, but once we make changes if we do not like the changes we cannot revert back to the original version. Would like to research a little more before attempting to make the drastic change.

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Webmaster Views Report February 15, 2021 through March 16, 2021



Top Pages Reviewed: The figures indicate which pages had more “interest” for viewers.

Page Name	Views past 30 days	Vs Previous 30 days
/	31	+70.45%
/about-us.html	4	+25.00%
/benefits-and-you.html	4	+57.14%
/calendar.html	6	+85.71%
/in-gratitude.html	2	+66.67%
/index.html	0	0.00%
/local-commerce.html	3	+60.00%
/membership.html	4	+33.33%
/new-retirees.html	1	n/a (new page)
/our-president.html	8	+88.89%
/services-opportunities.html	2	+100.00%
/stay-connected.html	5	+100.00%
/vbrea-events.html	5	+71.43%

According to Weebly analytics, there were 56 unique visits, which is down 18% over the last 30 days than from the previous 30 days. Page visits were down to 136, 25% less than the previous 30 days.

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Unique visits viewed an average of 1.853 pages, which is a decrease of 27%. New to the graphic above, we included not only the last 30 days on the chart, but also the previous 30 days to show the comparison. A slight spike on March 11th could indicate members checking to see if there is a meeting. Although site visits are down, activity on each page is still up, as shown on the second chart above, which indicates those that are visiting are spending more time looking through the pages of our site. Hopefully if restrictions begin to ease, we will see an increase in site visits in the next reporting period if we can announce future meetings and events. Next month begins a new quarter, so we would like to include an updated President's message and any updates to new retirees.